

FSC-15-A	1/29/96	TO: ROM / RBM / PRC	
SUBJECT: Second Quarter 1996 Workplan			
DISTRIBUTION:			
X	AVP	X KAM	ELM
X	RSM	X Reg.Mil.Mgr.	MIL
X	RBM	Reg.DF Mgr.	DF
X	ROM	DM	REP

Sales	Retail
1221 ALL	1222 ALL
1222 "	1223 "
1223 "	1226 "
1224 "	1229 "
1225 "	ROM
1226 "	PO SC
1229 "	MC PA
1240	
1244	RSM RBM
33/3	

Attached is the second quarter 1996 workplan. All allocations except May and June Partners promotions will be available for viewing on January 30 via the BPE System. Partners program allocations will be available for viewing 8 weeks prior to DTS. Templates will be generated at that time based upon package outlet Partners contracts.

For the second quarter 1996 workplan, we will again provide a brochure illustrating promotion packing instructions for our wholesale partners. One hundred second quarter brochures will be mailed to each ROU the week of January 29 for distribution as needed to RJR personnel responsible for wholesale accounts packing our second quarter promotions. It is critical that we ensure that proper packing and shipping procedures and timetables are clearly communicated to wholesaler personnel responsible for actual packing and shipping.

Second quarter workplan priorities continue to be:

- Partners/National Monthly Pack/Carton Promotions
- Wholesale and Retail Partners Programs
- Pricing Programs
  - Full-Price - Price Gap Management
  - Savings Ceiling Strategy
  - SALEM Matching Strategy
  - Forsyth Accrual Program

**IMPORTANT:** To ensure we meet our quarterly volume objectives for 1996, it is critical we effectively execute our monthly promotions within the designated drive periods.

The workplan will again be separated into two sections: 1) One which should be communicated directly to your Sales and Retail Representatives. We have included the quarterly workplan summary in this section which includes some blank blocks for region customization as needed. 2) Information needed at the ROU level to plan, implement and monitor our promotions. In some cases, there may be additional information you may need to communicate to your Representatives.

All materials pertaining to the workplan, whether communicated via hard copy or on-line, are highly confidential; however, the workplan should be shared with Sales and Retail Representatives and all levels of management.

Program Contacts:      Workplan - Dick Luongo, #6110  
                                  Full-Price - Dick Luongo, #6110/Steven O'Leary, #3466  
                                  Savings - Sharon Reid, #2584

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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